**Analyzing Focus Group Data**



* Analysis is used to identify overarching themes related to the questions that were discussed and the range of perspectives expressed by the participants.
* Common considerations in analyzing focus group data are:
  + Words: identify commonly used words; cluster similar concepts together; arrange responses on a continuum or in categories. Also consider nonverbal communication related to the words, such as body language and the intensity expressed by the speed, volume, or pitch of speech.
  + Patterns: Do participants change or reverse statement after hearing from each other? What comments were offered by more than one participant? What themes were supported or rejected by more than one participant? What issues or questions were especially easy or difficult for the group to resolve?
  + Specificity of Responses: Give more weight to responses that are specific and based on experiences than those that are vague and impersonal. Give more weight to responses in the first person rather than hypothetical third person.
* Use a several colored highlighters or markers to color code themes in the data.

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**Reporting Focus Group Data**

* Information about the number of people who participated in the focus group and the number of focus groups conducted should be included.
* Key themes in the data should be presented in relation to our 3 themes:
  + Student assessment
  + Student engagement
  + Technology use
* Direct quotes can be used to illustrate the major ideas or perspectives that were identified in the focus group analysis.
* In is usually not appropriate to report the information in terms of the percentage of participants who gave one answer or another. The purpose of the focus is to understand the range of perspectives on the topic of interest.
* Source: Tobacco Control Evaluation Center. (n.d.). *Tips & tools #4: Focus Group Interviews*.Retrieved February 19, 2010, from http://ucce.ucdavis.edu/files/filelibrary/5715/27616.pdf